

CLAIMS

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

- 1 1. A method of providing business solutions over an interactive communications medium,  
2 comprising the steps of:  
3       selectively providing metrics which are associated with a business problem and a  
4       specific industry; and  
5       providing a business solution based on the selective metrics and responses to the  
6       selective metrics.
- 1 2. The method of claim 1, further comprising the steps of:  
2       selecting the specific industry; and  
3       providing a business driver based on the selected specific industry,  
4       wherein the selective metrics are associated with the selected specific industry and  
5       the business driver.
- 1 3. The method of claim 2, further comprising the step of selecting a specific industry code  
2       associated with the selected specific industry.
- 1 4. The method of claim 2, wherein the business solution is a general business solution  
2       based on the selected metrics and the specific industry.
- 1 5. The method of claim 4, further comprising the step of providing a specific business  
2       solution based on the general business solution, wherein the general business solution and  
3       the specific business solution are stored in a database and are provided based on a set of

4 rules.

1 6. The method of claim 5, wherein the specific business solution is transparent to a user.

1 7. The method of claim 5, further comprising the step of ranking one of the general  
2 business solution and the specific business solution in order of business priority based on  
3 ranking rules.

1 8. The method of claim 7, further comprising the step of storing the selective metrics, the  
2 business driver, the specific industry code and the responses to the selective metrics in the  
3 database.

1 9. The method of claim 2, wherein the business driver is a business specific measure  
2 defined as one of inventory, revenue, costs of goods sold, selling and administrative  
3 expenses, fixed assets, accounts receivable, and accounts payable.

1 10. The method of claim 9, wherein the selected metrics are questions based on the  
2 specific industry and the business driver.

1 11. The method of claim 9, wherein a next question of the selective metrics is based on a  
2 previous question and a previous answer.

1 12. The method of claim 11, further comprising the step of providing rules for  
2 determining the next question based on the previous answer.

1 13. The method of claim 12, wherein the rules determine whether the next question is a  
2 duplicate of a previous question such that the previous question is selected only once.

TO: 06/29/2000

1 14. The method of claim 13, wherein the rules determine that no further question is  
2 selected.

1 15. The method of claim 1, further comprising the step of providing quantitative metrics  
2 based on the selective metrics and the response.

1 16. The method of claim 15, further comprising the step of providing a financial analysis  
2 of the business solution based on at least one quantitative response to the quantitative  
3 metrics.

1 17. The method of claim 16, wherein the financial analysis is a rate of return (ROR), a  
2 return on investment (ROI) or a return on assets (ROA).

1 18. A method for providing business solutions over an interactive communications  
2 medium, comprising:  
3 identifying a specific industry;  
4 providing at least one business measure associated with a particular financial  
5 aspect of the specific industry;  
6 providing a set of questions associated with problems of the specific industry, the  
7 set of questions being related to each of the provided at least one business measure; and  
8 providing a business solution based on responses to the set of questions and the  
9 specific industry.

1 19. The method of claim 18, wherein:  
2 the business solution is one of a general business solution and a specific business  
3 solution,

4           the general business solution is based on the responses and the specific industry,  
5    and  
6           the specific business solution is based on the general business solution.

1    20. The method of claim 19, further comprising the step of ranking one of the general  
2    business solution and the specific business solution in order of business priority based on  
3    ranking rules.

1    21. The method of claim 18, further comprising the step of providing rules, wherein the  
2    rules at least (i) determine a next question based on a previous answer, (ii) determine that  
3    no further question needs to be selected and (iii) determine whether the next question is a  
4    duplicate of a previous question such that the previous question will only be presented  
5    once.

1    22. The method of claim 18, further comprising the steps of:  
2           providing at least one quantitative question based on the response;  
1           providing a financial analysis of the business solution based on at least one  
2    quantitative response to the at least one quantitative question.

1    23. A system for providing business solutions over an interactive communications  
2    medium, comprising:  
3           means for providing selective business drivers associated with a specific industry;  
4           means for selecting business metrics based on the selective business drivers; and  
5           means for providing a business solution based on the selective business drivers and  
6    responses to the selected business metrics.

1    24. The system of claim 23, wherein the business solution is a general business solution.

1 25. The system of claim 24, further comprising means for providing a specific business  
2 solution based on the general business solution.

1 26. The system of claim 25, further comprising means for generating rules, the generating  
2 rules means providing (i) the selected metrics based on the responses, (ii) the general  
3 business solution based on the responses and the specific industry and (iii) the specific  
4 business solution based on the general business solution.

1 27. The system of claim 26, further comprising means for storing the metrics, the  
2 responses, the general business solution and the specific business solution.

1 28. The system of claim 25, further comprising means for providing a financial analysis of  
2 one of the general business solution and the specific business solution based on  
3 quantitative responses.

1 29. A system for providing business solutions over an interactive communications  
2 medium, comprising:

3 a business driver module which stores business measures associated with a specific  
4 industry;

5 a business metrics module which stores questions associated with the specific  
6 industry and at least one selected business measure stored in the business driver module;  
7 and

8 a business solution module which provides business solutions based on responses  
9 to selected questions stored in the business metrics module and the specific industry.

1 30. The system of claim 29, further comprising a quantitative metrics module associated

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2 with the business solution module, the quantitative metrics module storing specific  
3 quantitative questions.

1 31. The system of claim 30, further comprising a financial analysis module which  
2 calculates financial benefits of the business solution based on quantitative responses to  
3 selected specific quantitative questions stored in the quantitative metrics module.

1 32 The system of claim 30, further comprising a rules module which generates rules, the  
2 rules being used to determine the business solution based on the responses and pertinent  
3 questions to provide to a user based on the responses.

1 33. The system of claim 32, further comprising a database which stores the business  
2 driver module, the business metrics module, the responses and the business solution  
3 module.

1 34. The system of claim 30, wherein the business driver module, the business metrics  
2 module and the business solution module are accessed by one of a web page resident on a  
3 server, a telephone and a personal digital assistant.

1 35. A machine readable medium containing code for providing business solutions over an  
2 interactive communications medium, the code implementing the steps of:  
3 selectively providing metrics which are associated with a business problem and a  
4 specific industry; and  
5 providing a business solution based on the selective metrics and responses to the  
6 selective metrics.

1 36. The machine readable code of claim 35, further comprising the steps of:

2 selecting the specific industry; and  
3 providing a business driver based on the selected specific industry,  
4 wherein the selective metrics are associated with the selected specific industry and  
5 the business driver.

1 37. The machine readable code of claim 35, wherein the business solution is one of a  
2 general business solution and a specific business solution.

1 38. The machine readable code of claim 37, further comprising the step of ranking the  
2 business solution in order of business priority based on ranking rules.

1 39. The machine readable code of claim 37, wherein the business driver is a business  
2 specific measure defined as one of inventory, revenue, costs of goods sold, selling and  
3 administrative expenses, fixed assets, accounts receivable, and accounts payable.

1 40. The machine readable code of claim 35, further comprising the step of providing rules  
2 for determining a next metrics of the selective metrics based on a previous response to the  
3 selective metrics .

1 41. The machine readable code of claim 35, further comprising the step of providing  
2 quantitative metrics based on the selective metrics and the response.

1 42. The machine readable code of claim 35, further comprising the step of providing a  
2 financial analysis of the business solution based on at least one quantitative response to the  
3 quantitative metrics.